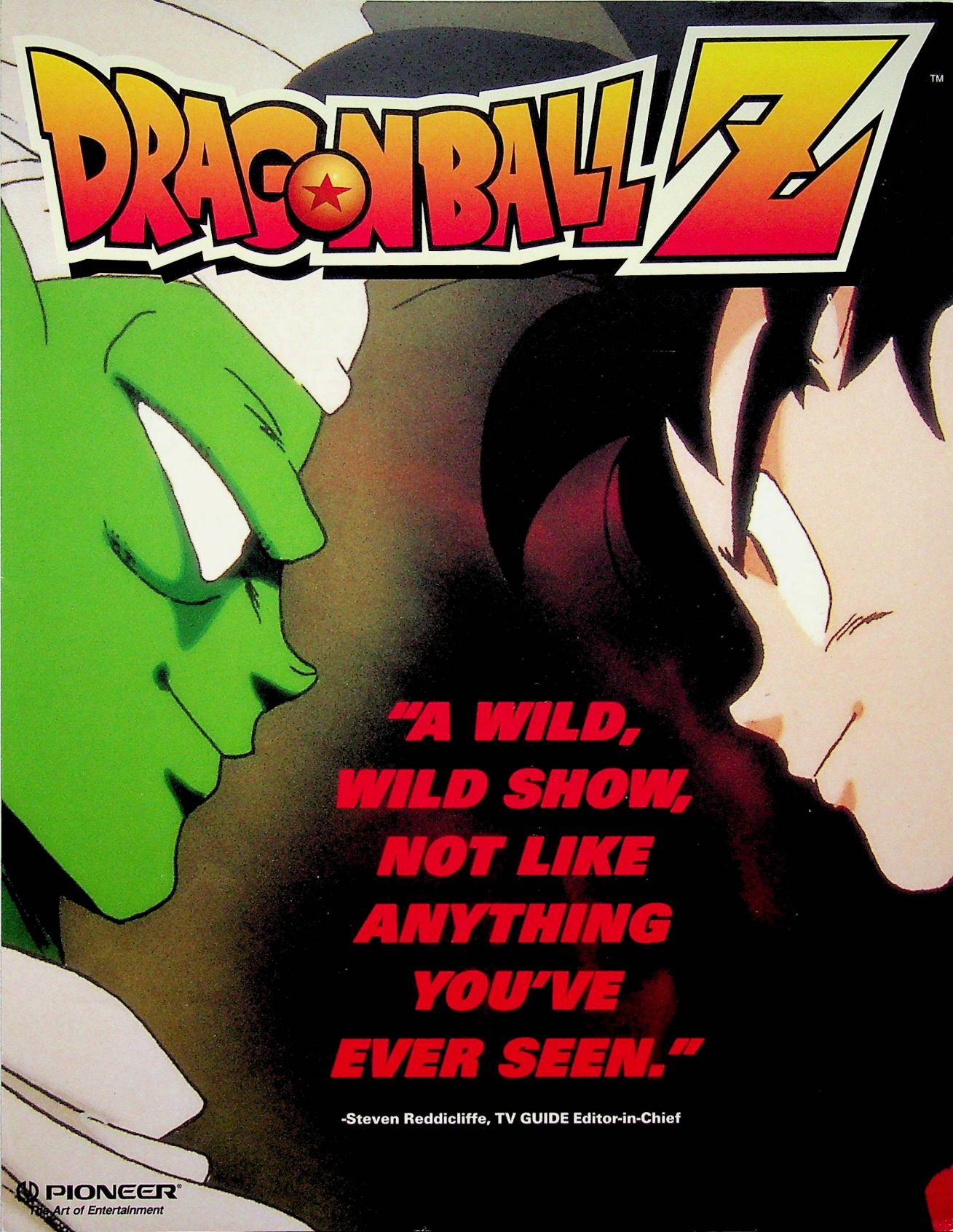
DRAGON BALL Z
TM
"A WILD, WILD SHOW, NOT LIKE ANYTHING YOU'VE EVER SEEN."
-Steven Reddicliffe, TV GUIDE Editor-in-Chief
PIONEER
The Art of Entertainment

- Dragon Ball Z is a mystical action/adventure series featuring characters who battle against the deadly forces of the most incredible warrior race of all time and space for control of Earth.

- Consistently rated amongst the top children's syndicated series in the US and broadcast on the Saban Kid's Network. Because of continued ratings success, Saban will increase the presence of Dragon Ball Z from a weekly half-hour to a weekly hour for Fall 1997.

- Featured on CBS This Morning as a recommended children's show that provides "a nice message is in each and every episode," and is "uplifting without being sweet and syrupy.

- Selected as one of the top 10 new kid's shows by TV GUIDE in their Parent's Guide to Kid's TV issue.

- Originally created by Akira Toriyama and produced by Toei Animation in Japan, Dragon Ball Z is the number one children's show in Japan, Spain and France.

Backed by an action figure toy line and Sony Playstation game from Bandai America, Inc.

- **Attention-grabbing, enhanced clamshell packaging featuring a new gold foil etching and embossing printing technique that will enhance the perceived value of this release**
- **Two packaging designs available. One is action/adventure-oriented and is designed to appeal to an older audience or anime fans. The other design is designed to appeal to younger children and their parents**
- **Free in-pack Dragon Ball Z trading card**
- **Free mail-in toy offer for a five-inch Goku action figure from Bandai**
- **Merchandising support and co-op funds available**
- **Feature-length (80 minutes)**
- **Look for additional Dragon Ball Z releases this fall**

Cut Off Date: July 22, 1997
Release Date: August 12, 1997

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Call your Pioneer Entertainment Sales Representative at 800.526.0363 for further information on Dragon Ball Z and other hot animation titles.

www. pioneer-ent.com

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Dragon Ball Z™ Toys Available from BANDAI

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